



Cestari Announces Father's Day Campaign with Kitchen Tool Discount Program

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Cestari announced a seven-day discount program for kitchen tools beginning June 14 and ending June 21, offering customers a 20 percent reduction on all products through the promotional code KITCHENDAD. The campaign coincides with Father's Day and applies to the company's complete product line.

The discount program encompasses Cestari's entire catalog, including pasta-making equipment and grilling accessories. The promotional code can be combined with existing offers distributed through the company's weekly cooking newsletter for home cooks, which reaches 2500 subscribers. Products available during the campaign include the Ultimate Pasta Machine and BBQ Grill Mesh, among other kitchen tools designed for indoor and outdoor food preparation.

"The campaign reflects current market data showing increased male participation in home cooking activities," said Susan MacDowell, co-founder of Cestari. "Industry research indicates that 43 percent of fathers now identify cooking as a primary household responsibility, representing a 15 percent increase over the past five

years."

The discount program marks the company's second major promotional campaign of 2026, following a similar initiative during the spring season. Customers can access the promotion through Cestari on Amazon, where the brand maintains a digital storefront featuring categories from basic cooking tools to specialized equipment.

Recent consumer behavior studies indicate that kitchen tool purchases increase by 35 percent during the Father's Day shopping period, with grilling accessories and specialty cooking equipment representing the highest-growth categories. The National Retail Federation reports that consumers spent \$20.1 billion on Father's Day gifts in 2023, with home and garden items accounting for 14 percent of total purchases.

"Market analysis shows that consumers increasingly prioritize product durability when selecting Fathers Day kitchen gifts," added MacDowell. "The intersection of value pricing and long-term product guarantees addresses these consumer preferences."

The KITCHENDAD promotional code will remain active across all Cestari purchasing platforms throughout the campaign period. The company's standard lifetime guarantee applies to all purchases made during the promotion. Order processing and fulfillment will continue according to standard timelines, with digital distribution channels maintaining regular operational schedules.

Cestari's Table Talk newsletter will feature campaign details alongside its standard content of recipes and cooking techniques. The publication has expanded its subscriber base by 18 percent over the past year, reflecting broader industry trends toward digital content consumption among home cooking enthusiasts.

<https://youtube.com/shorts/gA91Pt8196M>

Cestari Kitchen manufactures and distributes kitchen tools through digital and retail channels. The company operates a direct-to-consumer platform and maintains partnerships with major online retailers. Product categories include pasta-making equipment, grilling accessories, baking tools, and general kitchen implements. The company provides product warranties and publishes digital content through its Table Talk newsletter, YouTube, and TikTok.

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For more information about Cestari, contact the company here: Cestari Susan MacDowell 1-978-800-1013 support@cestarikitchen.com Cestari Kitchen 451 King Street Littleton MA 01460

Cestari

Cestari Kitchen provides premiere kitchen products for the home cook. Every Cestari Kitchen tool is backed by a lifetime guarantee.

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